

# Defining your 'Why'

Short workbook to help you define your purposeful life

## Your plan for a purposeful life

At The Quiet Leadership Lab, we want to help you thrive in a world that celebrates noise and presence. If you are like me, someone who is more introverted and sometimes struggles to be recognised and seen as a great leader, I think we can go on the journey together.

Finding your 'Why' is a process of self-reflection, and it's a key step in the Business Case for Your Purposeful Life. The most effective way to approach this, is by exploring the intersection of four core areas of your life through the concept of ikigai.

### The Ikigai Framework

The concept of **ikigai** (your "reason for being") provides a clear and structured way to find your 'Why'. It asks you to reflect on four fundamental questions about your life and career. Your 'Why' is found where the answers to these questions overlap.



Japanese journalist and author Yukari Mitsuhashi examined the concept of Ikigai, and compared Ikigai in Japan to Ikigai in the West. She wrote that:

*“To those in the West who are more familiar with the concept of ikigai, it’s often associated with a Venn diagram with four overlapping qualities: what you love, what you are good at, what the world needs, and what you can be paid for.*

*For Japanese however, the idea is slightly different. One’s ikigai may have nothing to do with income. In fact, in a survey of 2,000 Japanese men and women conducted by Central Research Services in 2010, just 31% of recipients considered work as their ikigai. Someone’s value in life can be work – but is certainly not limited to that.”*

## Your Purpose

If you already visualised your Identity Compass, this question is going to be a lot simpler to work through. You would already know your current self, so now ask yourself these questions.

**Question 1: What are your passions, interests, and the activities you do that bring you joy? (What you love)**

**Question 2: What are your unique skills, talents, and expertise? (What are you good at?)**

**Question 3: What problems do you want to solve, and what value can you contribute to your community? (What does the world need?)**

**Question 4: What is your profession or what activities can provide you with a sustainable income? (What can you be paid for?)**

## Your Purpose Statement

Now consolidate the responses to the above questions into an elevator pitch about yourself.

*For example - I am an excellent project manager who enjoys building excellent social infrastructure for communities to enjoy. I will use my organisational and management skills and experience to improve and revitalise suburbs in lower social economic areas and bring equity to peoples I work with. I will utilise my talents and passion in leadership and mentoring to provide resources to help introverted, diverse and talented young professionals to plan and live their authentic purposeful life. I will be a living a purposeful life to lead by example for my children.*